

Venue:
Community

Goal:
Promote Quitting
of Tobacco Use

Activity:
C3.01 Promote
Quit Line Services



Contact Information:

James Lanz, RN, B.S.N

Organization:

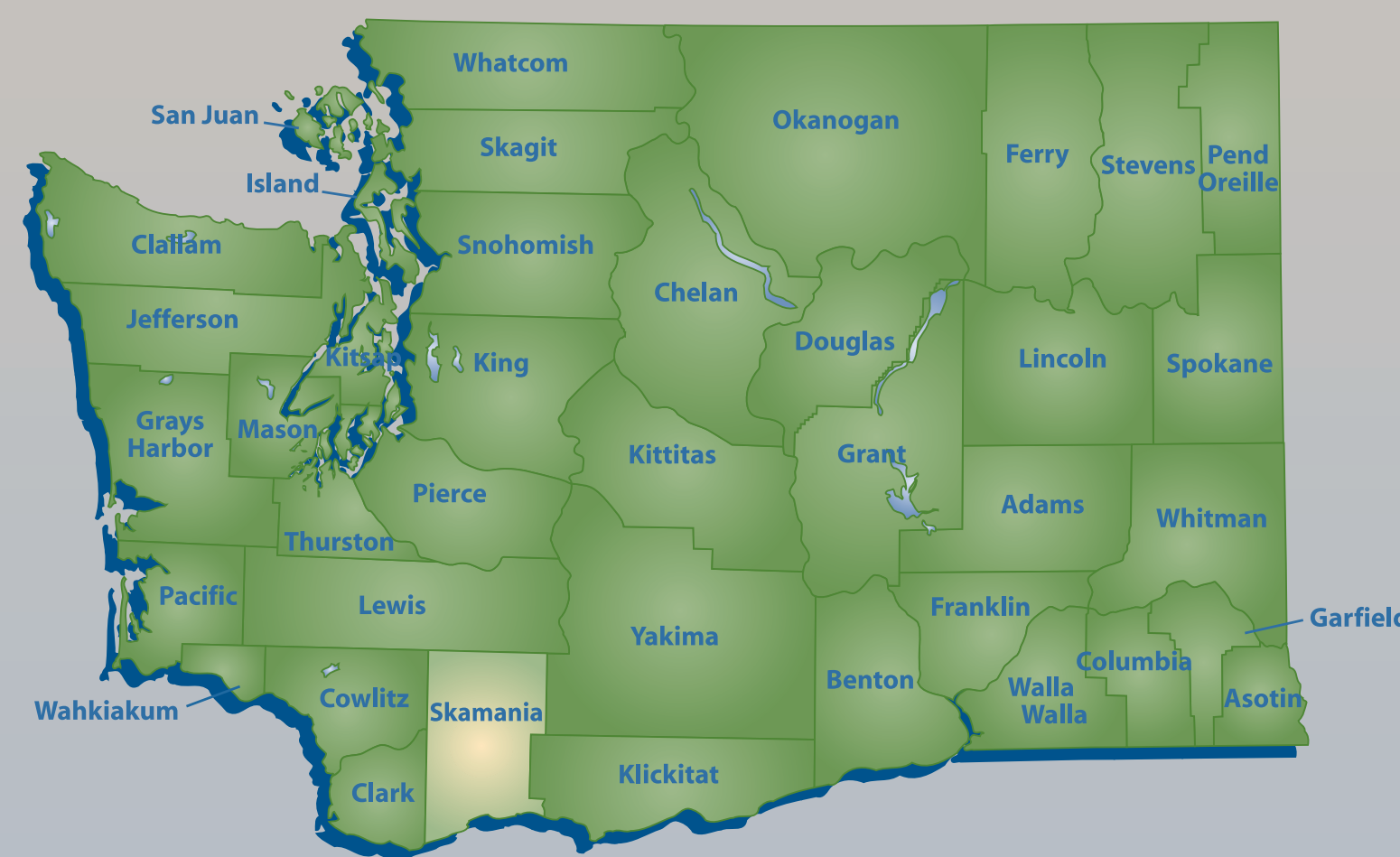
Clark & Skamania
county health departments

Phone:

(360) 397-8416

Email:

James.Lanz@clark.wa.gov



- **Population (Census 2000): 9,872**
- **Total Households (OSPI): 3,755**
- **Adult Cigarette Smoking Prevalence (BRFSS/ATS 2003): 23 percent**
- **Estimated Number of Adult Cigarette Smokers (DOH 2004): 1,600**
- **Number of Students (HYS 2002): 1,306**
- **Eighth Grade Cigarette Smoking Prevalence (HYS 2002): N/A**

Strategies for Quit Line Marketing in Rural Skamania County

Project Description

Clark and Skamania county health departments tried new approaches for marketing the Tobacco Quit Line in, rural Skamania County including local media advertisements, paycheck stuffers and handbills, and distribution of quit line materials to retailers and at county events.



Inputs

Rationale

- Many traditional quit line advertising venues are not available in rural Skamania County. The county has no billboards, radio or television stations, or bus advertising.
- Due to these limitations a certain amount of creativity was needed to market the quit line effectively. The availability of quit line reports made it easy for us to evaluate our efforts with new activities.

Target Audiences

- Primary: Tobacco users and family members
- Secondary: Healthcare and social service providers, educators

Resources

- Staff**
 - One Clark County tobacco program public health nurse staffed the project.
- Funding**
 - State Tobacco Prevention and Control Program funds were used for staff time and materials.
 - About \$500 was spent on advertisements, about \$550 on handbills, and about \$550 on quit line promotional materials (matches and lollipops) during two years.
- Partnerships**
 - The Tobacco Free Coalition of Skamania County, Skamania County Events & Recreation, Skamania Pioneer (community newspaper), Dolce Skamania Lodge, Stevenson-Carson School District, Skamania Sheriff's Department, Skamania County Commissioners, Educational Service District 112, and local convenience stores

Activities

The Clark County Tobacco Program came up with three different messages and methods for marketing the quit line in Skamania County.

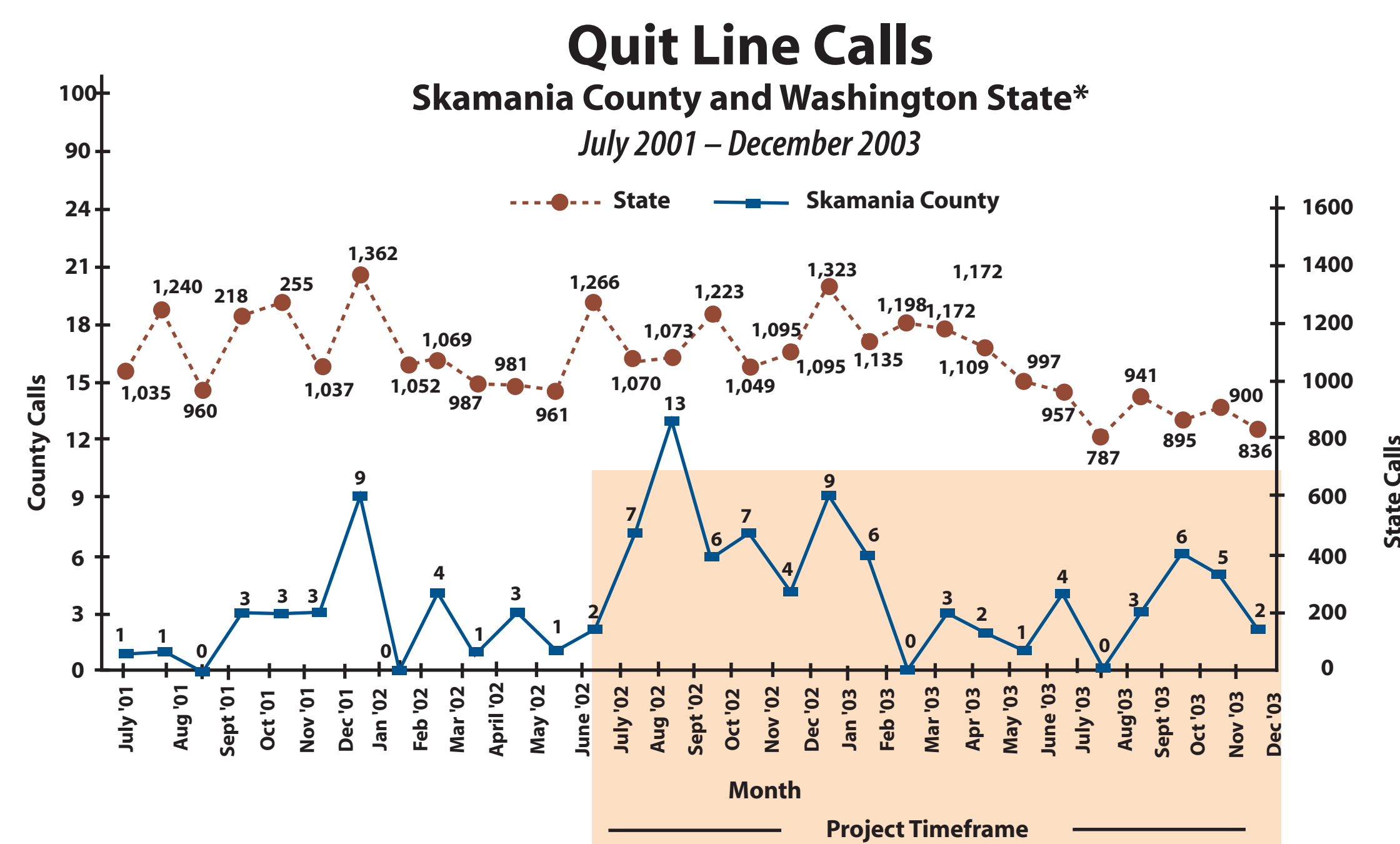
1. For the local advertising campaign, the Washington State quit line message, "There are easier ways to quit" was used. The state art was modified to include the name of the Tobacco Free Coalition of Skamania County. Possible media venues were contacted including the Skamania Pioneer newspaper, the Skamania County Events & Recreation program, and the Skamania Fair & Timber Carnival. Quit line banners were obtained from the state Tobacco Prevention and Control Program.
2. Quit line handbills, using the state's advertising campaign messages, were distributed by kids throughout the county.
3. Other promotional materials including matchbooks and lollipops also were designed. Matchbooks with the Washington Tobacco Quit Line logo and the name of the Tobacco Free Coalition of Clark County were created for distribution in bars and convenience stores in Skamania County. Lollipops with the message "WA/OR Tobacco Quit Line, 1-877-270-STOP (7867), www.QuitLine.com" were created for distribution at local events.

Outputs

1. Two quit line ads were placed in the weekly Skamania Pioneer newspaper in November 2002 and four ads were placed throughout November and December of 2003. Ads also were placed in the Skamania County Events & Recreation's 2004 Winter Program and in the 2003 Skamania Fair & Timber Carnival Program.
2. The quit line banner was displayed outside the Skamania County Health Department/Counseling Center building and in public locations such as the athletic field at the Stevenson High School and the courthouse lawn.
3. Staff created 6500 handbills for inserts in Skamania County Public Utilities District bills. The handbills were not approved by the utility district and were distributed by county youth. The Stevenson High School prevention group, Minors Against Smoking Habits (MASH), distributed the handbills on vehicle windshields in downtown Stevenson. The Skamania Events & Recreation's Teen Adventure group from Wind River Middle School distributed the handbills door-to-door in Carson, and a second group from Mill A School distributed them to homes in Cook and Underwood.
4. The Dolce Skamania Lodge, the county's largest employer, distributed the handbills as paycheck stuffers. The lodge also hosted a "Wellness Rendezvous," a community health fair in which it promoted the quit line and the Great American Smokeout to their employees. Quit line matchbooks were placed in outdoor employee smoking areas and quit line coffee cups and quit kits were distributed.
5. Educational Service District 112 modified the art into a PowerPoint slide and the local public cable channel donated air time on Summit Cable to run the quit line ad from November through December of 2003.
6. 2,500 matchbooks and 5,000 lollipops were distributed at bars and convenience stores. The North Bonneville Chevron convenience store agreed to replace their Winston matches with quit line matches in November.
7. A volunteer dressed in a "Mr. Ciggy Butt" costume handed out quit line lollipops at "Unfiltered: The Sequel" Teen Dance at the Rock Creek Center.
8. The MASH youth group attached a "tobacco factoid" to the lollipops and distributed them as a Great American Smokeout activity.
9. In 2003, the matchbooks were redesigned with the message "Hard, Yes. Impossible, No. Tobacco Quit Line 1-877-270-STOP (7867), Quitline.com." The new matchbooks list the Tobacco Free Coalitions of Clark and Skamania counties. There has been positive feedback from convenience store owners and others that the new matches are much more eye catching and have a better message.
10. Some of the groups that were originally contacted still are promoting the quit line. Stevenson High School agreed to leave the quit line banner on the school's athletic field. The Health Department's banner has been up for 1 1/2 years. One convenience store agreed to stock quit line business cards for customers.

Evaluation

- Number of calls to the quit line from Skamania County has increased dramatically during the 18-month project. Calls more than tripled during the first six months of the project (11 calls were recorded from July-Dec 2001 while 39 calls were recorded from July-Dec 2002). Nearly 30 additional calls were generated for very little money. We expect that there were other benefits that cannot be measured, such as changing community norms about tobacco. Future survey results will be looking for these measures of impact.
- In 2003, the number of calls exceeded the expected call rate in three out of four quarters.



Lessons Learned

- Modifying state developed quit line messages and art was an inexpensive way to create local media messages.
- The lollipops were not popular at all venues (i.e. few participants at the Wellness Rendezvous health fair took them). Lollipops are available in orange and cherry flavors but not as sugar-free (our W.I.C. Program had requested sugar-free).
- Make sure to double-check that all of the necessary approvals are obtained before ordering materials. We received verbal confirmation that everything was fine but one group did not approve the handbills. If something like this happens, you can always take your lemons and make lemonade by finding alternative uses for the items.